

The Effect of Information System Quality, Price, Promotion, and Service Quality on User Satisfaction of Online Ojek Transportation Services The Covid 19 Virus Era in Yogyakarta (Survey on Online Ojek Transportation Service Users in Yogyakarta)

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Abstract

This study is to determine the effect of information system quality, price, promotion, and service quality to jointly and partially influence user satisfaction of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta. This research is a purposive sampling technique, targeting users of ojek transportation services. The online era of the Covid 19 virus in Yogyakarta, as many as 125 respondents. They are using multiple regression statistical test tools. The results of this study, the quality of information systems, prices, promotions, and services together have a significant effect on the satisfaction of users of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta. The quality of information systems, prices, promotions, and services partially have a significant effect on the satisfaction of users of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta.

Keywords: Information System Quality, Price, Promotion and Service Quality, User Satisfaction



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I. INTRODUCTION

In order to attract consumers to continue using online motorcycle taxi services, of course, the company must have a good marketing strategy so that consumers are interested in using these services. Every consumer definitely wants to get the best and quality decisions among the choices with similar products. This is in accordance with the requirements of Tjiptono (2004), namely, if the service received or felt is as expected, then the quality of the service is perceived as good and satisfying. If the service received exceeds consumer expectations, then the service quality is perceived as ideal quality and vice versa. This is because the quality of service depends on who and how the service is provided. With this, consumers can feel satisfaction, and then loyalty will increase in using Grab and Gojek services. In line with the rapid development of information and communication technology, transportation technology is also growing. Currently, many have sprung up online transportation services in Indonesia, such as Grab, Gojek, Uber, and others. Grab is one of the online transportation service providers through an application available on the Android, iOS, and Blackberry operating systems. Grab has gathered more than 300,000 driver-partners in 55 cities in

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Southeast Asia, serving 2.5 million trips every day, and the application is downloaded by more than 15 million devices. Indonesia is a lucrative market for online-based transportation service providers.

(<https://nitanovitasr.blogspot.com/2016/10/profil-sendek-grab.html>).

The Grab phenomenon is currently being discussed in Indonesia. There are many responses about Grab itself, both positive and negative. Grab is an application-based application whose basic function is as an ojek service and transportation that is integrated by an online application system. Grab has developed several service features, including GrabBike, GrabCar, GrabFood, GrabTaxi, GrabExpres. This online GrabBike motorcycle taxi application service is made by GrabTaxi, Grab arrived in Indonesia in June 2012 as a taxi ordering application, and since then, it has provided various transportation options such as cars and motorbikes. Grab is currently aggressively providing promos that can be used when ordering GrabBike, GrabCar, or GrabFood. This promo provides many benefits to drivers and consumers. Drivers themselves are given benefits by Grab in the form of bonuses or better ratings and get additional wages. In addition, promos are also very beneficial for consumers because consumers get a discount on the goods or services they order. In this case, Grab itself also benefits from consumers, as it will be more desirable than other special online transportation applications.

The Go-Jek phenomenon (previously written as GO-JEK) is a technology company from Indonesia that serves transportation via motorcycle taxi services. The company was founded in 2010 in Jakarta by Nadiem Makarim. Currently, Gojek is available in 50 cities in Indonesia. As of June 2016, the Gojek application has been downloaded nearly 10 million times on Google Play on the Android operating system and is available on the App Store. Gojek also has a digital payment service called Gopay.

On 22 July 2019, Gojek launched a new logo and a new corporate writing method. Its new icon, nicknamed "Solv," symbolizes Gojek's transformation from being a ride-hailing service to a super app that provides clever ways to take the hassle out of it. Gojek features and services: Gosend, Goride, Gofood, Gobox, Goclean, Goglam, Gomassage, Gotix, Gocar, Goauto, Gomed, Gopulsa, Goshop, Gobills, Gopay, Godeals, and Gobluebird.

While at home, in order to reduce the spread of the Covid 19 virus, Gojek will help its consumers to be more productive. The thing is Gojek is not only a transportation service provider application, but consumers can also order food delivery, send goods, shop for daily necessities, make payments, and watch series.

Consumer satisfaction can improve the existence and quality of the company. From a consumer's point of view, consumers who are satisfied with a service or product will reuse the same service or product. The creation of consumer satisfaction can provide several benefits, including a harmonious relationship between companies and consumers. Satisfaction is the level of feeling where someone states the results of the comparison of the performance of the service product received with the expected. Satisfied consumers will reuse the same service or product. Many factors increase consumer satisfaction, including the quality of information systems, prices, promotions, and services. Of the many factors that foster consumer satisfaction, researchers are interested in four factors, namely the quality of information systems, prices, promotions, and services. With a good quality information system, consumers will find it easier to use information systems created by service providers. This will foster consumer satisfaction.

The factor that fosters consumer satisfaction is the Quality of Information Systems. The quality of information systems is one of the most important things in a company. With an information system, the organization or company can guarantee the quality of the information presented and can make

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decisions based on this information. Along with technological developments, the need for fast, precise, accurate information is indispensable, as is the case with the Grab and Gojek companies themselves, which emphasize the existence of an information system in access to their use. So, the available information systems must be of quality starting from humans, facilities, media, procedures, and controls in order to create information system objectives, namely to facilitate activities carried out by the users of the information system. The quality of information systems and service quality are important things in the service business because information systems and service quality will attract consumers to use these services.

Grab and Gojek target consumers who are price insensitive, but the facts on the ground show that Grab and Gojek are widely used by the middle and lower class who are price sensitive. It can be explained that price also plays an important role in assuming the quality of the service. With the availability of tangible cues, customers associate high prices with high levels of performance of a product or service. However, seen from the nature of the Indonesian population, most of whom will feel satisfied if they get good service at a sloping price, Grab, and Gojek must be able to determine the right price in order to provide maximum satisfaction to customers.

In addition to price, the element that companies must pay attention to is promotion because consumers tend to be more interested in buying products or services if the promotion that the company provides is attractive to consumers. The marketing mix carried out by the company will create a separate assessment in the minds of consumers so that consumers' assessments of product or service promotion directly or indirectly will create a good reputation for a product or service. Promotions or what is often abbreviated as promos that are certainly familiar in our daily lives, by carrying out company promotional activities, there is an increase in sales and profits from the lower level to the upper level, such as GrabBike itself often provides promos to its consumers for getting new customers. PT Grab Indonesia provides several promos in the form of discounted prices in various ways, one of which is collaborating with other agencies, namely OVO, by means of customers who will pay grab rates through OVO. Apart from that, customers can also get a discount by collecting points. Of the various forms of promotion, many customers are satisfied, especially among students and the lower classes, because they are able to save expenses in the transportation sector. Promotion is essentially a marketing communication, meaning that marketing activities are attempted to disseminate information, influence or persuade, and or remind the target market of companies and services to be willing to accept, buy, and be loyal to the services offered by the company concerned, Tjiptono (2014).

Service, according to Umar (2013), is a pleasant feeling given to others accompanied by conveniences and fulfills everything their needs. So the quality of service must have advantages ultimately fulfilling customer desires.

Services received by Grab customers can be through customer service, which helps if there are problems in the information system, it can also be received from Grab drivers who directly interact to provide services to customers. However, the service at the Grab service is not optimal considering that there are still problems related to the Grab service, some examples of problems faced by Grab and Gojek, for example, delays in GoSend or Gofood, drivers who are not friendly to customers, Grab and Gojek drivers who do not provide equipment like a raincoat to use when it rains so that the trip is smooth to the destination. In general, consumers will feel happy if served politely, friendly, and with full attention so that satisfaction will arise. Thus, service is important in determining customer satisfaction, so this is an important concern for online motorcycle taxi companies such as Grab and Gojek.

II. LITERATURE REVIEW

Quality of Information Systems

The quality of this information system is defined as the benefits felt by users of information systems in the form of a device or application that will help users of information systems to achieve their goals. According to Susanto (2004) is a combination of humans, facilities or technology tools, important communications, certain and routine processes or transactions, helping management and internal and external users, and providing the basis for making appropriate decisions. According to Livari (2005) in Gowinda (2010), information system quality is a system of characteristics of the desired quality characteristics of the information system itself, and the quality of the information system desired information, product characteristics. The quality of this information system also means the combination of hardware and software in an information system. Indicators of the quality of information systems, according to DeLone and McLean (2003) in Rachmawati (2012), include Flexibility, Ease of use, and System Reliability.

Price

According to Kotler and Keller (2009), price is one element of the marketing mix that generates revenue. Other elements generate costs. According to Kotler and Armstrong (2013), the amount of money that is charged for a good or service or the amount of money that is exchanged by consumers for the benefits of using the goods or services. According to Nirwana (2012), "price is translated as the cost charged from producers to consumers." According to Tjiptono (2014), prices are an amount of money that contains certain utilities or uses needed to obtain a service. The utility is an attribute or factor that has the potential to satisfy and certain desires. Meanwhile, Fadil and Priyo (2015) state that "Price is the amount paid by consumers to get products or services sold by businesses." Price indicators, Tjiptono (2008): Price range, price competitiveness with similar products, price compatibility with quality.

Promotion

Promotion is a form of marketing communication, meaning that marketing activities that seek to spread information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2005). Promotion is one of the variables in the marketing mix that every company must undertake to provide information about product and service specifications, as well as persuade consumers and remind them to make purchases of products or services. According to Sunyoto (2014), promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing products. Promotion is an activity that communicates the benefits of a product or service and persuades target consumers to buy the product or service. Companies use sales promotion tools such as coupons, contests, premiums, and the like to attract stronger and faster consumer responses, including long-term effects such as explaining product or service offerings and driving down sales (Kotler, 2009). Promotion is an activity that communicates the benefits of a product or service and persuades target consumers to buy the product or service. Companies use sales promotion tools such as coupons, contests, premiums, and the like to attract stronger and faster consumer responses, including long-term effects such as explaining product or service offerings and driving down sales (Kotler, 2009). Promotion indicators, according to Kotler and Armstrong (2012), namely: Providing attractive discounts, point accumulation system, and bonuses.

Service

According to Kotler (2000), service is any action or activity that can be offered by one party to another; basically, it is intangible and does not result in any ownership. Service is defined by Umar (2003) as a sense of pleasure given to others, along with conveniences and fulfilling all their needs. According to Moenir (2010), service is defined as the process of meeting needs directly through other people's activities. More broadly, services are defined as a series of activities because they are processes. As a process, service takes place regularly and continuously, covering all people in society. As a process, services cannot be separated from humans themselves; therefore, the intangible nature of services or services is difficult to separate from the service providers themselves. According to Zeithami, Parasuraman, and Berry (Hardiansyah 2011), to determine the quality of service that is perceived by consumers, there are indicators of service quality located in five dimensions of service quality, namely: Tangibles, Reliability, Responsiveness, Assurance, Empathy (Empathy). Customer Satisfaction

Every consumer satisfaction or dissatisfaction is a person's pleasure or disappointment that comes from a comparison between the perceived impression of the product and the expected result. According to Tjiptono (2014), consumer satisfaction is consumer response to evaluating perceptions of the difference between initial expectations before purchasing or other work standards and the actual performance of the product as perceived after using or consuming the product in question.

According to Kotler in Sunyoto's (2013) book, consumer satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations. Consumers can experience one of the three levels of general satisfaction, namely if the performance is below expectations, consumers will feel disappointed, but if the performance is in accordance with customer expectations, will be satisfied, and if the performance can exceed expectations, the customer will feel very satisfied, happy, or happy. The conformity that experiences a mismatch between expectations and the actual performance of the service or product, the consumer, is at a disconfirmation. So it can be concluded from some of these definitions, according to experts, that consumer satisfaction is the level of a person's feelings when accepting the product or service offered and comparing the performance of the product or service received with the expectations they have. Yuliami and Riyasa (2007) state that consumer satisfaction is a function of the difference between the performance produced and the expectations that performance has been compared. Mardikawati and Farida (2013) argue that the indicators of consumer satisfaction in transportation services are: Service conformity with expected, Service conformity with the rate paid, Consumer satisfaction with the services offered.

III. RESEARCH METHODOLOGY

The population in this study were consumers of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta. The sampling method used was the purposive sampling method. The sample in this study were some consumers of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta. The sample that was distributed was 125 respondents to consumers of online motorcycle taxi transportation services in the Covid 19 Virus Era in Yogyakarta.

Discussion
The influence of the quality of information systems on consumer satisfaction

The results of this study The application of the Covid 19 virus era online motorcycle taxi transportation service in Yogyakarta has high flexibility. The Covid 19 virus era online motorcycle taxi transportation service application in Yogyakarta can be easily used in placing orders, and the system offered by the Covid 19 virus era online motorcycle taxi transportation services in Yogyakarta. Yogyakarta has resistance to damage and errors, so that consumers are satisfied with the information system used by online motorcycle taxi transportation service providers in the era of the Covid 19 virus in Yogyakarta.

The effect of price on consumer satisfaction

The results show that the price of online motorcycle taxi transportation services for the Covid 19 virus era in Yogyakarta is affordable for all people, the price of online motorcycle taxi transportation services for the Covid 19 virus era in Yogyakarta can compete with similar online motorcycle taxi service transportation providers, the price of online motorcycle taxi transportation services in the virus era Covid 19 in Yogyakarta which is determined according to the facilities available, as well as the price of online motorcycle taxi transportation services for the Covid 19 era in Yogyakarta according to the benefits that customers get.

The effect of promotion on consumer satisfaction

Promotion is a tool for sellers and buyers to inform other parties about their needs and wants so that those needs and wants can be influenced by making satisfying exchanges. With the existence of a promotion that creates a profitable exchange through word of mouth of consumers for the satisfaction that is obtained and fulfilled. In this case, it can show ways to have mutually satisfying exchanges. Online transportation service providers for the Covid 19 virus era in Yogyakarta provide short-term discounts, online transportation services for the Covid 19 era online motorcycle taxi in Yogyakarta always provide points automatically after placing the order, and online transportation service companies for the Covid 19 era virus era in Yogyakarta often provide bonuses through Go-pay, OVO so that customers become satisfied and always remember to use online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta.

The effect of service on consumer satisfaction

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Service quality has a significant effect on customer satisfaction, meaning that it is large enough to be noticed or has an effect that makes users of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta feel high service quality and satisfies customers.

In providing the best service, online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta provide or provide safety equipment for users while driving, such as helmets, masks, raincoats. In addition, these service providers always provide clear notifications in the event of delays in service to customers. Online taxi transportation service drivers for the Covid 19 virus era in Yogyakarta are fast in responding to customer complaints in a good and polite manner, drivers of the Covid 19 virus era online motorcycle taxi transportation service drivers in Yogyakarta deliver customers and goods ordered to their destination in a timely and safe manner, and transportation services Online motorcycle taxis for the era of the Covid 19 virus in Yogyakarta provide a sense of comfort to customers so that customers are truly satisfied with the services provided by online transportation service providers of online transportation services for the Covid 19 era online motorcycle taxi in Yogyakarta.

IV. CONCLUSION AND FURTHER RESEARCH

Conclusion

1. The quality of information systems, prices, promotions, and services together have a significant effect on the satisfaction of users of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta.
2. The quality of information systems, prices, promotions, and services partially have a significant effect on the satisfaction of users of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta.

Suggestion

The online motorcycle taxi service application for the Covid 19 virus era in Yogyakarta at certain times during peak hours sometimes an error, this needs to be done maintenance and repairs in this application so that the online motorcycle taxi transportation service application for the Covid 19 virus era in Yogyakarta has resistance to damage and errors so that consumers are satisfied with the information system used by the online transportation service provider for the Covid 19 era in Yogyakarta.

Management should periodically evaluate the price of online motorcycle taxi transportation services in the era of the Covid 19 virus in Yogyakarta so that it is more affordable for all people and provides more useful values for customers.

Online motorcycle taxi transportation service providers in the era of the Covid 19 virus in Yogyakarta should often provide short-term discounts and be done regularly so that customers are more interested in using online transportation services for the Covid 19 era online motorcycle taxi in Yogyakarta.

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These online transportation service providers should always provide clear information to customers in case of delays in service to customers so that customers are truly satisfied with the services provided by the online transportation service provider for the era of the Covid 19 virus in Sleman Yogyakarta. In addition, drivers also need to improve their friendliness and mastery of providing the best service for consumers by periodically holding service excellence training for drivers and tightening monitoring of the services provided by drivers.

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